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NO. 248
JULY 1984

MELVIN COZNOWSKI

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MAD

"The first thing a guy notices about a girl... depends on which way she's going!" —Alfred E. Neuman

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the usual gang of idiots

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LETTERS DEPT.



"FLASHDANCE"

Whoever wrote "Flashdunce" must be a maniac... maniac, I know!

Paul and Jeff Hemmes
Elkhart, IN

"Flashdunce" ... What a feeling! Sort of like nausea, only worse!

Cynthia Curtis
New York, NY

SECRET CODE

Rumor has it that there is a secret MAD message encoded somewhere on the pages of your new Special, "The Worst From MAD" (On sale June 14.) Is this true?

Samuel F.B. Morse
Poughkeepsie, NY

Ridiculous!—Ed.

WARNING SIGNS

The writer of your "MAD's Early Warning Signs" should be nuked!

David Frankle
Lorain, OH

Why wasn't there an "Early Warning Sign" to let us know that bomb article was on its way???

Debbie Johnson
Abilene, TX



FAST FOOLS RESTAURANT

Your "How Many Mistakes Can You Find In This Picture Of A Fast Food Restaurant" was "McGreat"!!

Y. Noodle
Ridgefield Park, NJ

The hot slogan in fast foods these days is "Where's the beef?!" In your Fast Food article the question is "Where's the laughs??"

Jamie Kane
Staten Island, NY

ONLY 13 LEFT!

Yep, there are only 13 lines left to this column... just enough to pitch our full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid... suitable for framing or wrapping fish or training puppies or whatever. But you'd better hurry up and order... before there are none left. Mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, NY, NY 10022. Oops! Sorry! There are none left now! Lines, that is! Pictures, we got plenty! Hoo-boy, plenty!!



ROAD SCHOLAR

It looks like Alfred E. Neuman is alive, well and fishing for cars on Route 130 South, in front of Tom's Diner in Burlington County, New Jersey.

Bill Weinberg
Bronx, NY



The MAD-In-Form Man: You Never Know Where He'll Turn Up!!!

FLOAT, THWAK, PTANG

Don Martin makes me drop my pants!
Sara Fowler
New York, NY

How come Don Martin never used the sound effect "Float"?

David Greenwood
A.P.O.
San Francisco, CA

He did! But we censored him, for obvious reasons.—Ed.

BORED GAME

We thought you might be interested in a new variation of an old word game which we call "Don Martin Scrabble". This could be the biggest thing since "43 Man Squamish".

Steve and Susan Goodrich
Salt Lake City, UT



One Exceptionally Fine Day
On A Scrabble Game Board

C.R.E.E.P.

After Robin Williams interviewed the "Crisis Relocation Emergency Evacuation Planner Of The Year", he should change his slogan to "Nanuke, Nanuke".

Susan Kossler Chamblee
Tampa, FL

If you guys really wanted to interview the "CREEP Of The Year" you should have interviewed Michael Jackson. So what if the guy sold a zillion records! Between the sequined glove, the dark glasses, the white socks and the girlish voice, the guy really gives me the CREEPS!

Nicholas J. Mifsud
Drexel Hill, PA

BOY ALFRED

When are you guys gonna do a Boy George/Alfred E. Neuman cover?

Sue Adamo
Secaucus, NJ

Hopefully never! But since you're so hot to see it, take a look at the recent cover of the British edition of MAD.—Ed.



Boy Alfred — Yecch!

CHECKING IN

As I was writing out the check to renew my subscription I realized that for years I have appreciated your ethical and considerate notice of expiration, to wit—you do not supply my name to anyone else nor do you inundate me with renewal notices. Thank you for your continued sense of taste and good breeding.

I realize further that this letter is not funny. Neither is your magazine.

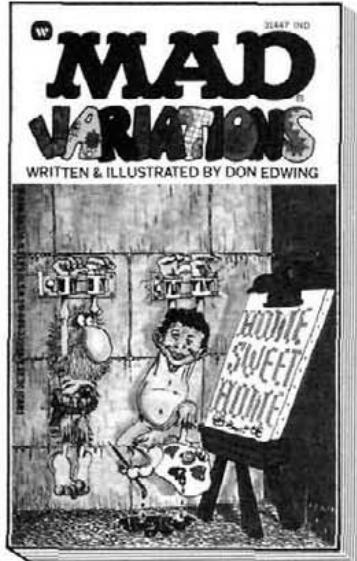
Robert A. Nichini
Elizaville, NY

Your letter may not be funny, but your check is! We're laughing all the way to the bank!—Ed.

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- The Token MAD
- The Pocket MAD
- The Invisible MAD
- Dr. Jekyll & Mr. MAD
- Steaming MAD
- MAD At You
- The Vintage MAD
- Hooked on MAD
- The Cuckoo MAD
- The Medicine MAD
- A MAD Scramble
- Swinging MAD
- MAD Overboard
- MAD Clowns Around
- The MAD Treasure Chest
- MAD Sucks
- SuperMAD
- Abominable Snow MAD
- MAD About The Buoy
- MAD for Kicks
- The Uncensored MAD
- Pumping MAD
- Horses Around
- The Eggs-Rated MAD
- A MAD Carnival
- Explosive MAD
- MAD Barfs
- Eternally MAD
- MAD About Town
- Big MAD On Campus
- The Endangered MAD
- DON MARTIN Steps Out
- DON MARTIN Bounces Back
- DON MARTIN Drops 13 Stories
- DON MARTIN's Captain Klutz
- DON MARTIN Cooks
- DON MARTIN Comes on Strong
- DON MARTIN Carries On
- DON MARTIN Steps Further Out
- DON MARTIN Forges Ahead
- DON MARTIN Digs Deeper
- DON MARTIN Grinds Ahead
- DON MARTIN Captain Klutz II
- DAVE BERG Looks at the U.S.A.
- DAVE BERG Looks at People
- DAVE BERG Looks at Things
- DAVE BERG Modern Thinking
- DAVE BERG Our Sick World
- DAVE BERG Looks at Living
- DAVE BERG Looks Around
- DAVE BERG Loving Look
- DAVE BERG Looks, Listens & Laughs
- DAVE BERG Looks at You
- DAVE BERG Looks at the Neighborhood
- The All-New SPY vs. SPY
- SPY vs. SPY Follow Up File
- 3rd MAD Dossier of SPY vs. SPY
- 4th MAD Classified SPY vs. SPY
- 5th MAD Report on SPY vs. SPY
- 6th Case Book on SPY vs. SPY
- A MAD Look at Old Movies
- Return of MAD Old Movies
- MAD-vertising
- A MAD Look at TV
- A MAD Guide to Leisure Time
- A MAD Guide to Self-Improvement
- A MAD Guide to Fraud & Deception
- MAD Sex, Violence & Home Cooking
- AL JAFFEE's Snappy Answers
- AI JAFFEE's MAD Book of Magic
- More AL JAFFEE's Snappy Answers
- AL JAFFEE's Monstrosities
- Still More AL JAFFEE's Snappy Answers
- AL JAFFEE MAD Inventions
- Lord! Another JAFFEE Snappy Answers
- AL JAFFEE Freaks Out
- ARAGONES "Viva MAD"
- ARAGONES MAD about MAD
- ARAGONES MAD-ly Yours
- ARAGONES In MAD We Trust
- ARAGONES MAD as the Devil
- ARAGONES Incurably MAD
- ARAGONES Shootin' MAD
- ARAGONES MAD Marginals
- ARAGONES MAD As a Hatter
- ARAGONES MAD Menagerie
- MAD for Better or Verse
- Sing Along With MAD
- MAD About Sports
- MAD Talking Stamps
- The MAD Jumble Book
- More MAD About Sports
- MAD Around the World
- MAD Goes Wild
- Get Stuffed With MAD
- MAD Jock Book
- MAD Word Power
- Politically MAD
- MAD Look at the Future
- MAD Book of Mysteries
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- MAD Cradle to Grave Primer
- MAD Make Out Book
- MAD Clobbers the Classics
- MAD Book of Revenge
- MAD Guide to Careers
- MAD Survival Handbook
- MAD's Fast Living
- History Gone MAD
- The MAD Worry Book
- MAD Weirdo Watchers Guide
- MAD Stew
- The Sound of MAD
- EDWING Bizarre Bazaar
- EDWING Book of Almost Superheroes
- Clod's Letters to MAD
- PORGES How Not To Do It
- PORGES Cheap Shots
- Coker MAD Pet Book

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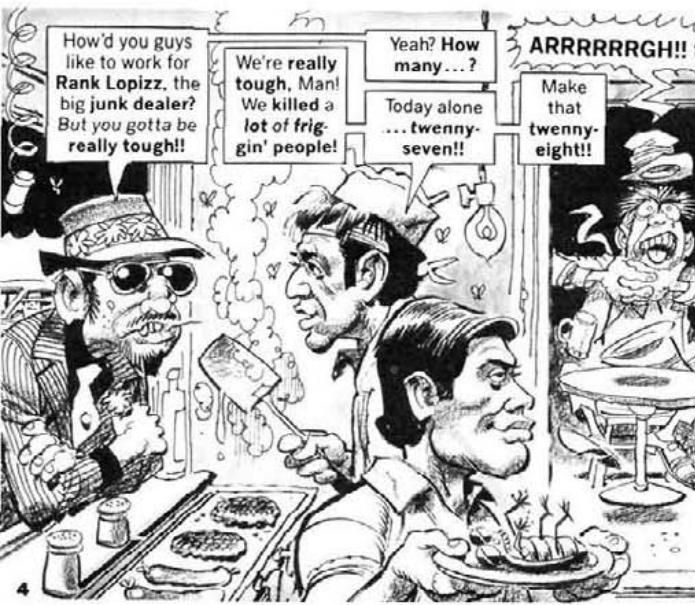
SNORT SUBJECT DEPT.

Some time ago, a promising young film star rose to new heights portraying a brilliant Italian-American college graduate who takes over a huge criminal empire. Now, more than ten years later, this same film star sinks to new lows portraying a sick, amoral Cuban junkie who takes over another huge criminal empire. In real life, this would be called "degeneracy." In Hollywood, this is called "progress." Anyway, here's our version of—

SCAR



ARTIST: JACK DAVIS



RED FACE



WRITER: LARRY SIEGEL



You done a good job for me, Toadie! You steek with Rank Lopizz, an' you gonna make it beeg!

Oh, thiss iss my gringo girl friend, Elvirus...

Charmed. I'm Chure!

Go suck an egg, you friggin' greaseball!!!

Hey, Toadie, I theenk maybe she LIKES you! Weeth ME, she's a leetle cold!

Hey, Bebbbe! How 'bout a ride in my classy new car?

In THAT monstrosity?! With those OBSCENE seat covers! I happen to LOVE animals, and I wouldn't sit on LEOPARD skin for all the gold in Ft. Knox!!

Thiss ain't LEOPARD skin, Bebbbe! Thiss iss HUMAN skin! The spots all over it are BULLET HOLES!!

Well, in that case— maybe a short spin!!

Great news, Meanie!! Elvirus an' me iss gettin' married! I asked her to name the day, and she did!

Man, thass terrific!! When iss it gonna be??

I'll let you know as soon as I check out when HELL iss gonna FREEZE OVER!

Mama, iss your son, Toadie! I became a beeg shot here in America, an' I got plenny of BUCKS for you! Here...

I don' wan your feethy money! I can imagine how you got it, you dirty bum!

Mama, all I do is ring doorbells an' deliver packs of POWDER!!

Oh...? You're an AVON MAN! Why didn't you SAY so?

Iss good to see my sister, Genie, again! To me, you are a pure angel! An' that iss why I don' wan you to let men do all those sick, disgusting theengs to you!

WHAT sick, disgusting theengs, Toadie??

The sick, disgusting theengs I'm doing to you right now!!

Toadie iss after my girl, an' he iss trying to take over my business! Iss time to pull the plug on him!

How do you wan us to take care of him, Boss??

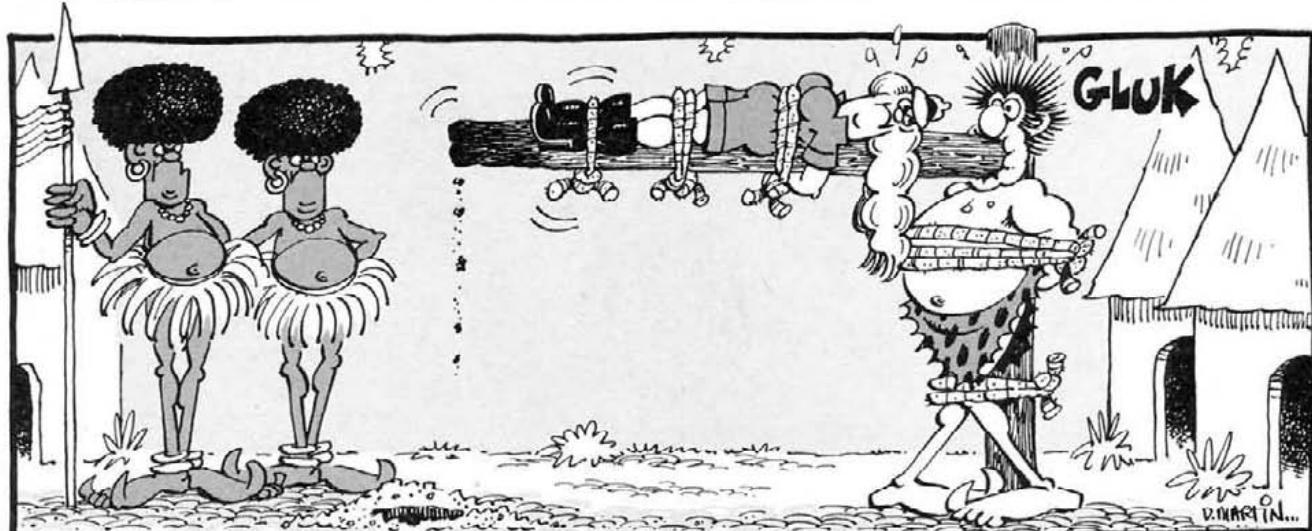
Gun the dirty @#\$%& down!!
But remember... there are INNOCENT PEOPLE around! So make sure THEY get it, too!







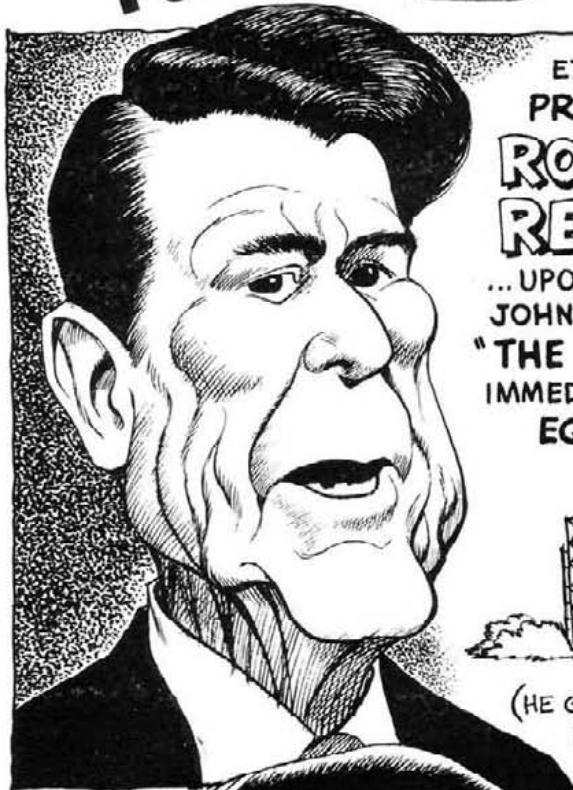
EARLY ONE MORNING IN AN AFRICAN JUNGLE



MAD'S POLITICAL Believe It

ARTIST: BOB CLARKE

WRITER: DON EDWING



(HE GOES INTO ORBIT ON NOVEMBER 1ST)



EVEN THOUGH
RONALD REAGAN

IS OVER **70**, HE INSISTS THAT THE REPUBLICAN PARTY'S NICKNAME, THE **G.O.P.**, DOES NOT STAND FOR "**GREAT OLD PRESIDENTS**"

The Book of Revelations TELLS US THAT

SATAN'S NUMBER IS

6 6 6

RONALD: SIX LETTERS

WILSON: SIX LETTERS

REAGAN: SIX LETTERS

IT IS WRITTEN:

"He Shall Destroy the Earth"

submitted by:
THE DEMOCRATIC NATIONAL COMMITTEE

HOUSE SPEAKER

TIP O'NEILL
SLEEPS ON THE DOME OF THE U.S. CAPITOL BUILDING!



THEY USE HIS NOSE TO WARN OFF LOW-FLYING AIRCRAFT!

or Nuts!

VICE PRESIDENT

BUSH

ONCE GREW A BEARD
SO NOBODY WOULD
RECOGNIZE HIM
...AND NOBODY DID!

HOWEVER, WHEN HE SHAYED
IT OFF... NOBODY DID EITHER!



A Congressional Optical Illusion



ALTHOUGH IT APPEARS THESE CONGRESSMEN ARE IN SESSION... THEY ARE ACTUALLY DEFENDANTS IN AN **ABSCAM TRIAL!**

... WE WOULD HAVE WELFARE LINES IN OUTER SPACE!



NANCY REAGAN

THE FIRST LADY,
IS REALLY
NOT THE FIRST!

- SHE'S RONNIE'S SECOND WIFE
- **EVE** WAS ACTUALLY THE **FIRST** LADY
- AS FOR BEING THE FIRST LADY OF THE **LAND...** SHE IS REALLY THE **39TH**!



IF THEY PUT ALL OF THE UNEMPLOYED IN
ONE SINGLE LINE

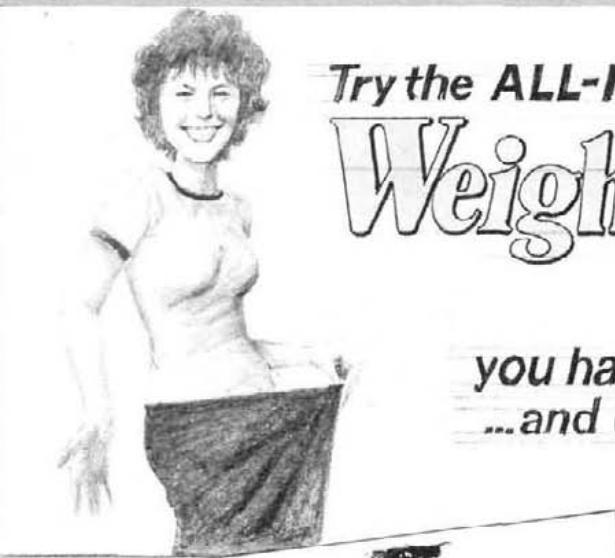
...THE LAST PERSON ON LINE WOULDN'T COLLECT HIS UNEMPLOYMENT INSURANCE FOR **47** YEARS! BY THAT TIME, HE'D BE **TOO OLD...** AND HE'D HAVE TO SWITCH TO THE **SOCIAL SECURITY LINE!**

ADS BACKWARDS DEPT.

Back in 1968 (MAD #116), we published some "Ads We Never Got To See" ... a collection of ill-fated

advertising campaigns that sounded good when they were first created, but upon reflection certainly

MORE ADS WE NEVER GOT TO SEE



Try the ALL-NEW
Weight Watchers®
DIET PROGRAM!

*you have nothing to lose
...and everything to gain!*



ZENITH
HEARING AID

it's something
to shout about



LEARN TO DRIVE
in
ONE DAY
WITH
FENWICK
AUTO SCHOOL'S
8-HOUR CRASH COURSE
IN DRIVING!



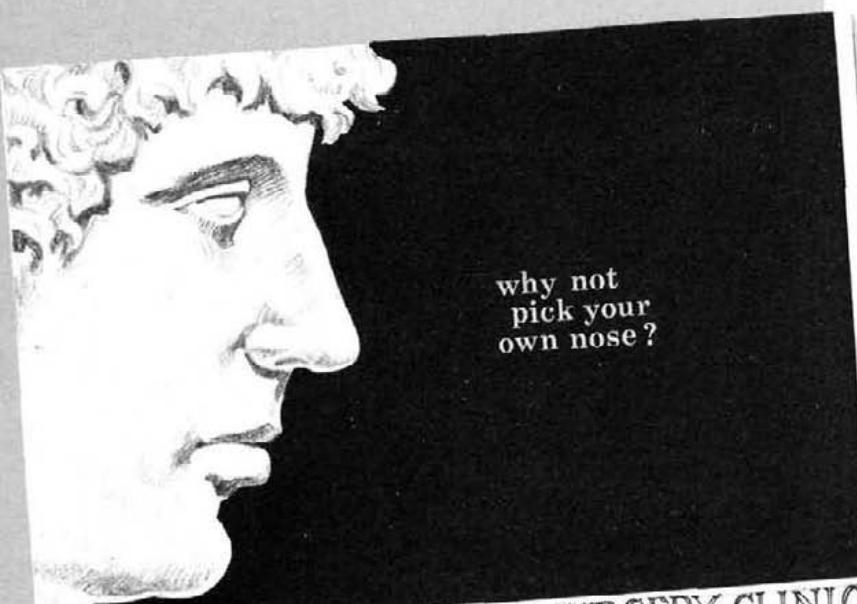
didn't say what the advertisers intended to say.
Well, it's taken sixteen years for the laughter to

die down. And now that everyone's had a chance to
catch his breath, we're ready to go again with...

EVER GOT TO SEE

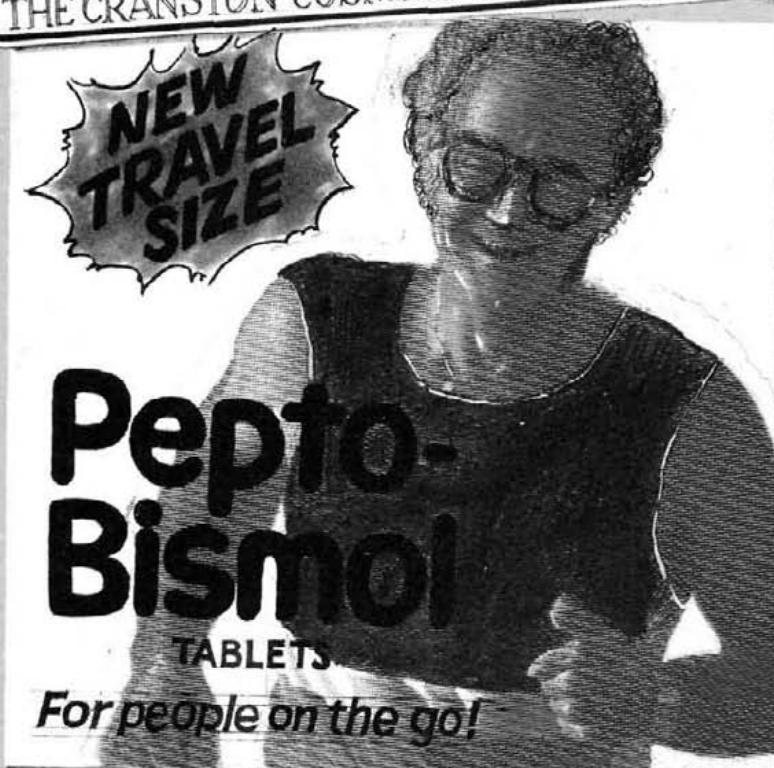
ARTIST: HARRY NORTH

WRITER: DICK DE BARTOLO



why not
pick your
own nose?

THE CRANSTON COSMETIC SURGERY CLINIC



NEW
TRAVEL
SIZE

Pepto-
Bismol

TABLETS

For people on the go!



fly

EASTERN
It's the American way!

PREPARATION H

For temporary hemorrhoid relief,
it leaves all the others behind!



Brillo

SOAP PADS

We're always working to improve
them and we've just started
to scratch the surface!



Let our
cheerful
drivers take
you for a
ride!



SUNSWEET

Prunes

IN THE MORNING WILL
GET YOU GOING ALL DAY!

The
Yellow Cab
Co.

THE SLEUTH HURTS DEPT.

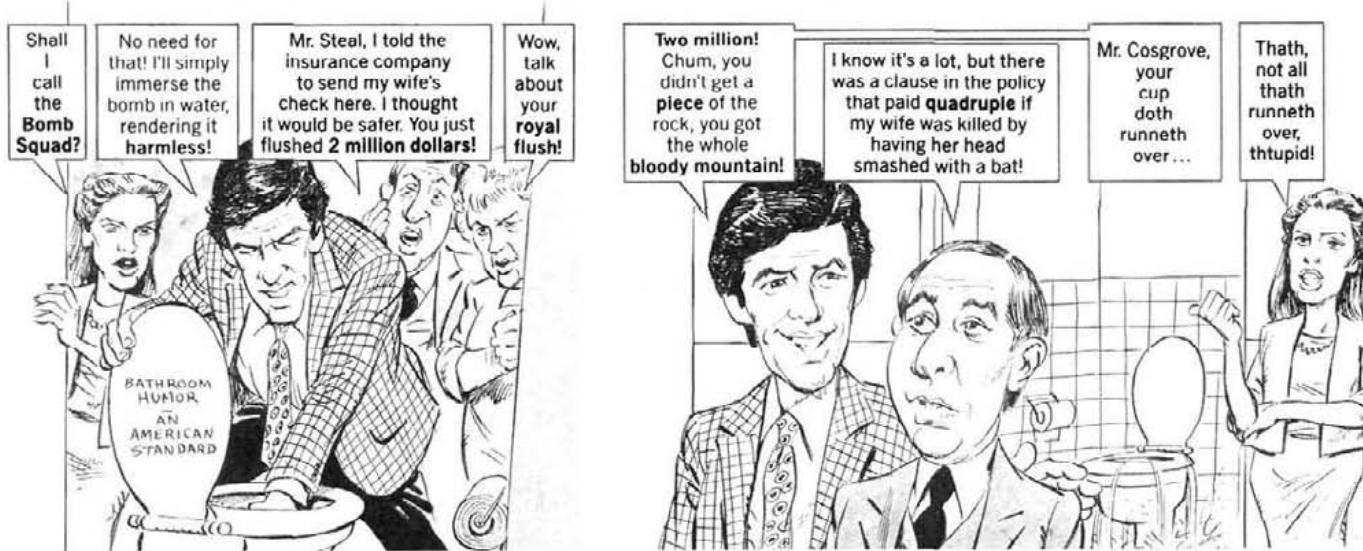
We're used to what's "missing" on TV shows today, since invariably we're talking about *intelligence*, *taste*, and *humor!* (Yeah, we know, the same thing can be said about *Mad Magazine!*) But there's a show that's missing *something else*—mainly, the *main character!* Hoo hah! That's right! It seems that this gal thinks she'd make it better in the male-dominated world of private Eye-ism if she was a guy, so she invents one, but then some boob shows up and says he's him and...oh, *forget it!* If it's *that* important to you, you should see the show, or *better yet*, read Mad's version of...

REMINGTON STEAL

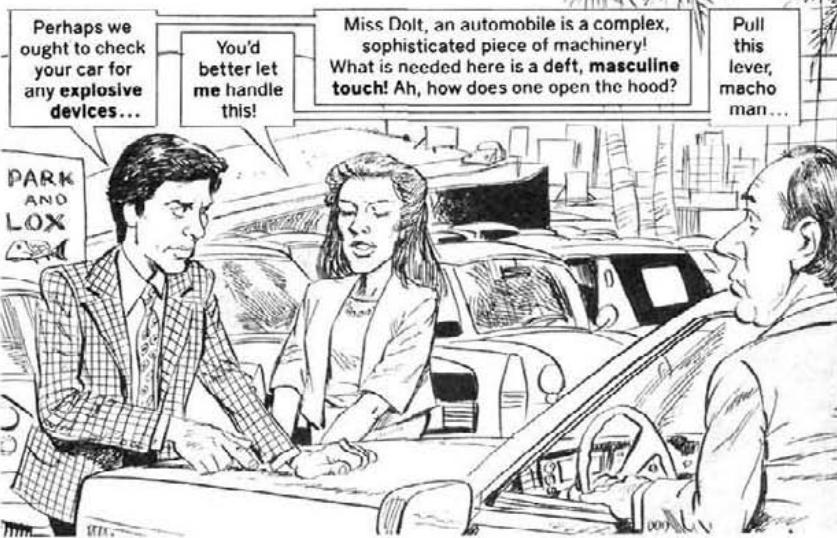
WRITER: LOU SILVERSTONE ARTIST: ANGELO TORRES







When I took this job, I thought I'd be flushing out **criminals**, not **toilets**! Boy, you'd think a classy outfit like this, with a suite of offices, a chauffeur driven limo and a boss who has a bigger wardrobe than Princess Di, could afford more than one girl Friday!



Where
are
we
going?

I instructed Cosgrove to invite any possible suspects to his house! We don't want the others to know I'm Remington Steal, so we will assume other identities! We'll pretend we're man and wife...

We're
going
to play
married!
ALL RIGHT!!

And later tonight,
I thought that
perhaps we...

Not tonight, I
have a headache!

When you play
married, you
really play married!



I like your **style**! If you were an American private eye, instead of making out in the back of a limo we'd be in a car chase!

Lura, in order to expand our relationship, have you ever considered cohabiting??

What's
that?

A fancy way of saying 'shacking up'!

Hey, you're not my chauffeur! Who are you?

I'm Max, I got in this car by mistake! I mean, with two people sipping champagne, telling bad jokes and talkin' sex, I thought this was HART TO HART!



Did you find anything suspicious, Steal?

Not unless you consider 'WOOF, WOOF' suspicious! I cannot hear a bloody thing with those dogs barking!

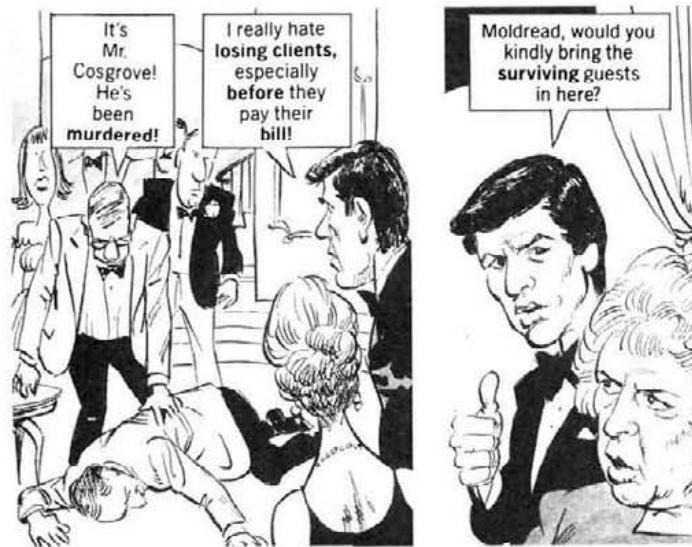
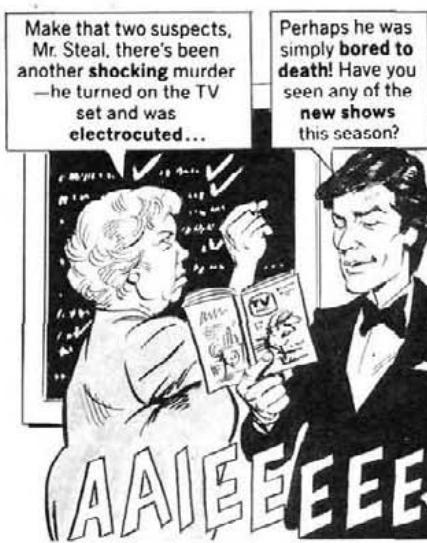
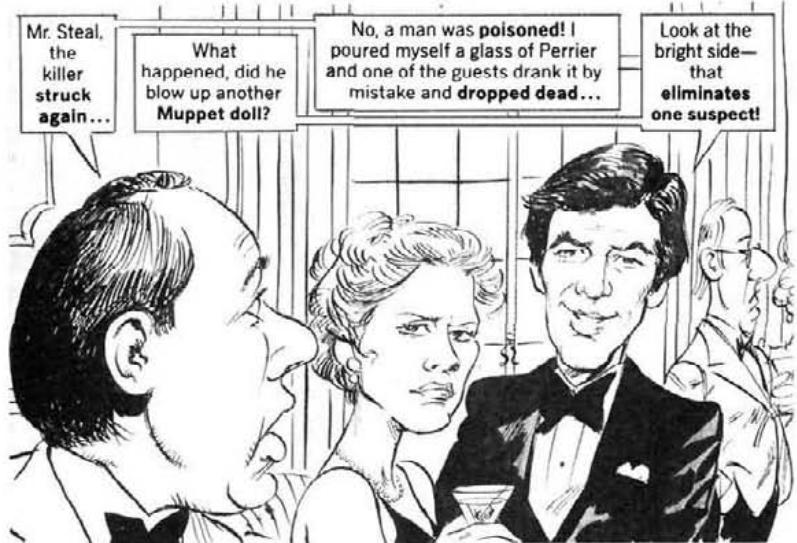
Sorry, I'll put them in another room! My wife was the only one who could keep them quiet...

There are ten possible murder suspects here!

I have it! They all did it! Just like in "MURDER ON THE ORIENT EXPRESS" with Albert Finney ...

You know somethin', that guy can really kill time! Wait'll I tell my wife! She's not gonna believe me—a guy who talks as much as me and doesn't say anything either!





But this really isn't the maid—it's Mrs. Cosgrove! She murdered the maid, smashing her head to make her unrecognizable, then she changed clothes with her! It was an insurance fraud scheme—and her husband was in on it!

Of course! He faked those attempts on his life to eliminate suspicion!

Yes, but Mrs. Cosgrove pulled a double cross and killed him!

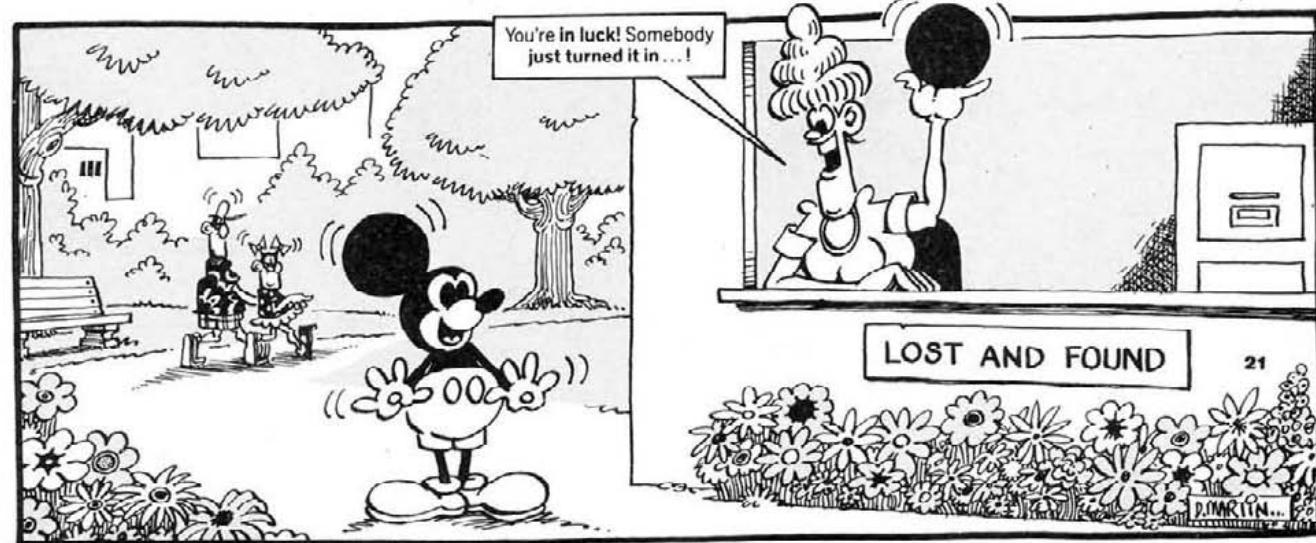
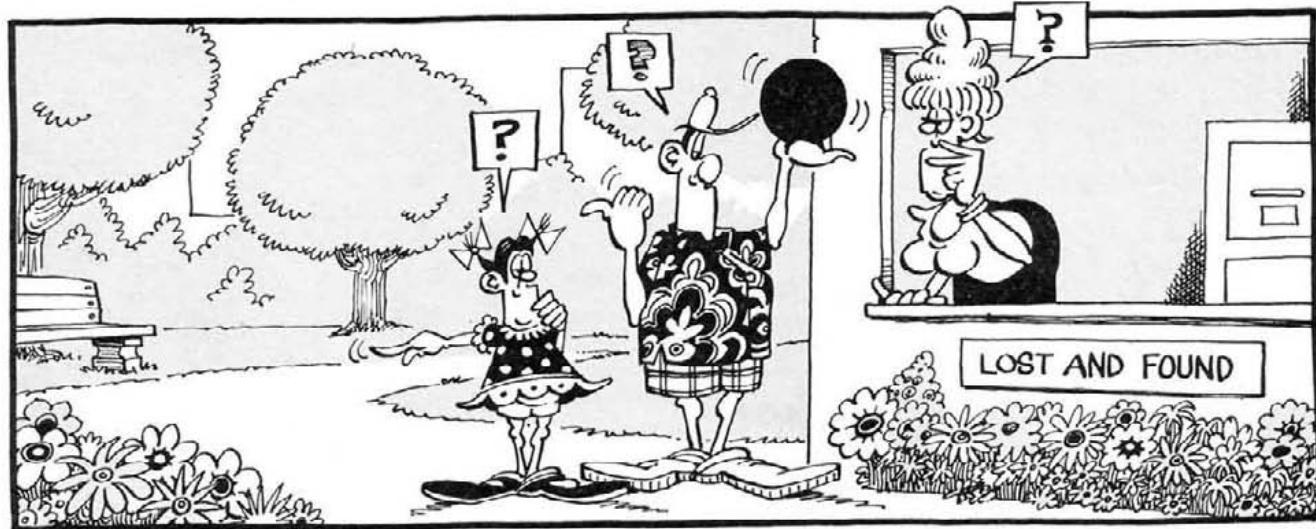
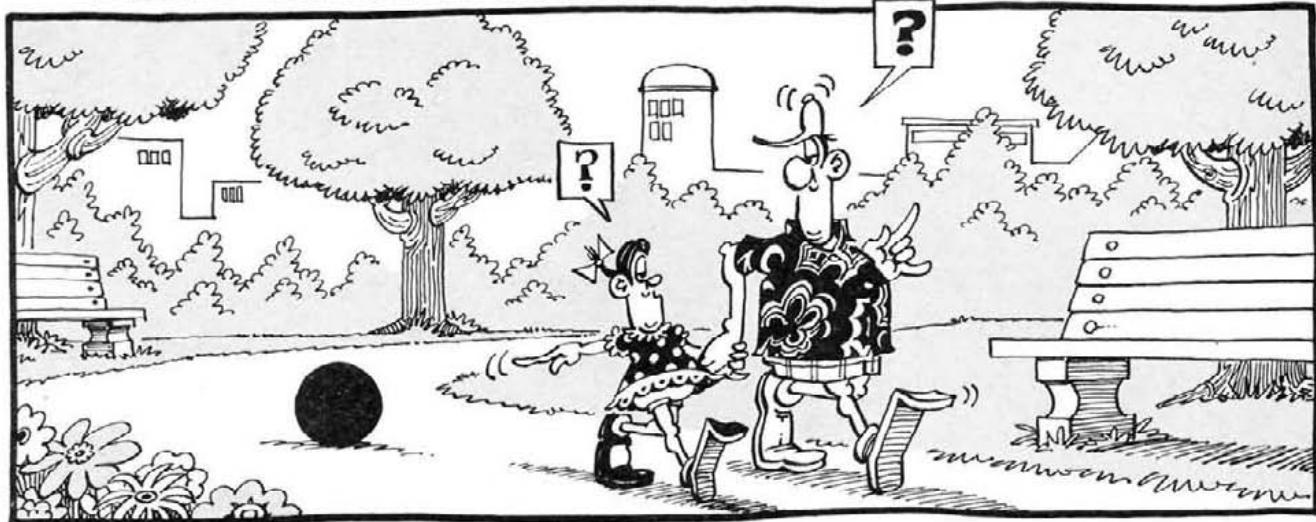
There's a lot of that going around! Probably has to do with the feminist movement!

Very clever indeed, but not clever enough to fool Remington's Steal! Hey! Uh, Lura, how did we solve this one?

Simple, Simple-minded...

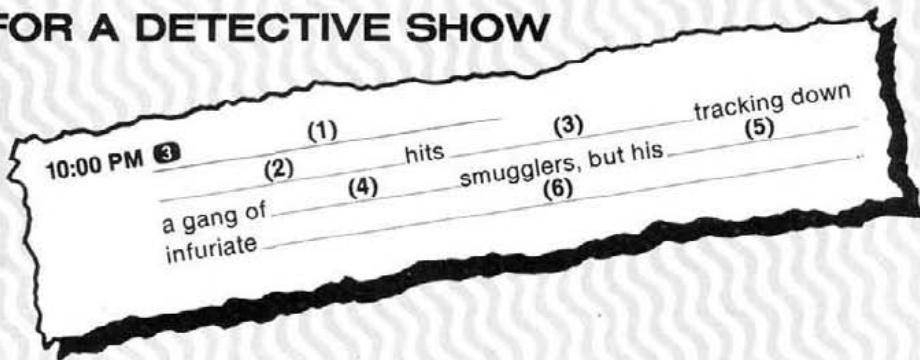


LATE ONE AFTERNOON OUTSIDE OF ORLANDO



MAD'S ALL-INCLUSIVE TV GUIDE

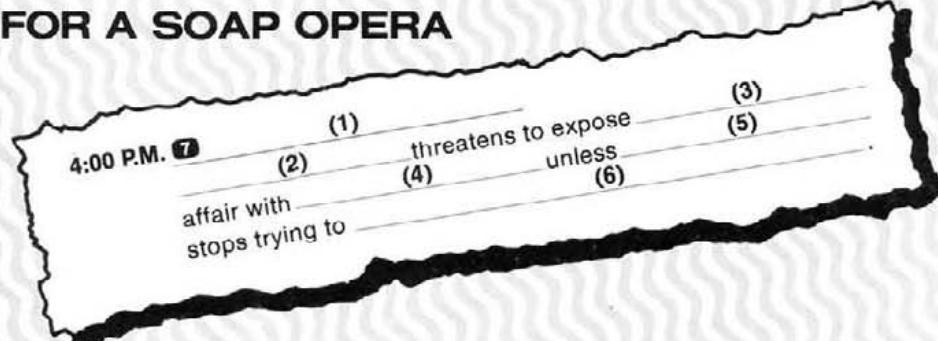
FOR A DETECTIVE SHOW



1

- HARDCastle & McCormick
- MAGNUM, PI
- SIMON & SIMON
- REMINGTON STEELE
- MATT HOUSTON
- HART TO HART
- THE FALL GUY
- MANIMAL

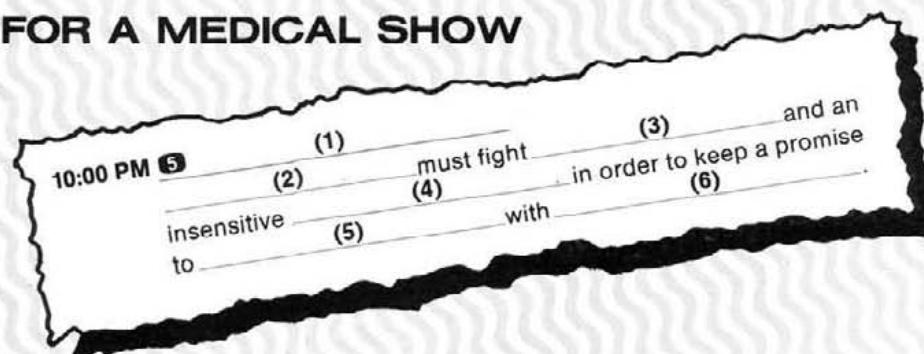
FOR A SOAP OPERA



1

- GENERAL HOSPITAL
- DAYS OF OUR LIVES
- ANOTHER WORLD
- THE EDGE OF NIGHT
- SEARCH FOR TOMORROW
- ONE LIFE TO LIVE
- AS THE WORLD TURNS
- ALL MY CHILDREN

FOR A MEDICAL SHOW



1

- TRAPPER JOHN, M.D.
- QUINCY
- TRAUMA CENTER
- ST. ELSEWHERE
- EMERGENCY
- M.A.S.H.
- AFTERMASH
- CUTTER TO HOUSTON

WE DO-IT-YOURSELF LISTINGS

WRITER: MIKE SNIDER

2

McCormick
Magnum
A.J.

Jonathan
Houston
Steele
Colt
Jonathan

3

the streets
the high seas
the jet-set circuit
the booze
rock bottom
a Chinese disco
an uncooperative psychic
below the belt

4

drug weapons
diamond gold
inept inscrutable
Orthodox oreo cookie

5

unconventional methods
illegal searches
reckless escapades
endless speeches
loud pants
low ratings
ill-fitting toupees
spiked handcuffs

6

the police
the A.C.L.U.
his mother
viewers
the entire civilized world
the network brass
Howard Cosell
the criminals

2

Ed
Mary
Janice
Mrs. Whitney
Travis
Dorian
Barbara
Leora

3

Nola's
Alex's
Rachel's
Nancy's
Miss Piggy's
the make-up man's
Cinderella's
Flipper's

4

Jason
Sister Marie
Mitch
The producer
Mister Rogers
The hairdresser
Sneezy, Dopey and Doc
Orca, the killer whale

5

Kathleen
Jarvis
Mac
Mike
Ronald Reagan
"the Man"
Linda Lavin
the network

6

blackmail Mona
frame Richard Nixon
besmirch her reputation
ad-lib his lines
act like a 'B'-movie player
'mess wit' my mind'
sing
foist this trash on the public

2

Trapper
Quincy
Michael
Fiscus
Johnny and Roy
Hawkeye
Klinger
Beth

3

red tape
the clock
superstition
ignorance
a giant squid
nausea
Muhammed Ali
the weather

4

administrator
judge
social worker
parish priest
marine biologist
stomach
Leon Spinks
traffic cop

5

a Vietnam Vet
a coal miner's widow
a Christian Scientist
an altar boy
an injured diver
an old peasant
an old school chum
3 chorus girls

6

leukemia
six children
hepatitis
herpes
no time to spare
trenchmouth
six months to live
the "hots"

SCOUTOLOGICAL DEPT.

For over seventy years, The Boy Scouts have awarded Merit Badges for accomplishments in various activities. Whoopie! But seventy years is a *long time*. How about updating some of the old badges to bring them into line with the *experiences* of The American Boy of the '80's? What do we mean by that? Well, stop being so argumentative and take a look at Mad's suggestions for...

MODERN

SCORING MERIT BADGE

REPLACES:
**NATURE STUDY
MERIT BADGE**

1. You must make out with the girl of your choice by the third date.
2. You must remain silent about your conquest by not telling your friends for at least one school day.
3. You must respect her for at least one school week while successfully avoiding the *guilt trip* she is trying to lay on you.



DIVORCE SURVIVAL MERIT BADGE

REPLACES:
**GENEOLOGY
MERIT BADGE**

1. Do not tell your father which one of your mother's "friends" is sleeping over, even if it is one of *his* friends.
2. Agree with your father that the silly, young lady he is dating is "real swell, and a lot of fun."
3. Convince your father that you look forward to visitation day; convince your mother you look forward to coming home when visitation day is over.



SUBURBAN SURVIVAL MERIT BADGE

REPLACES:
**WILDERNESS
SURVIVAL
MERIT BADGE**

1. Live off the "land" (shopping mall, miracle mile, etc.) by eating all meals for one whole day at fast food joints.
2. Live to tell about it.
3. Using scientific methods, identify beyond reasonable doubt which part is food and which part is cardboard or plastic container.



ROAD MAP READING BADGE

REPLACES:
**ORIENTEERING
MERIT BADGE**



1. Be prepared to identify the nearest state with a lower drinking age than your own.
2. Re-draw a map of your area, designating important sites and landmarks like nude beaches, famous hot spots and singles bars, etc.
3. Locate the remote back roads where drag races can be held without anyone finding out.



N MERIT BADGES



ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART

MEDICINAL PLANT GARDENING MERIT BADGE

REPLACES:

BOTANY
MERIT BADGE

1. Grow the variety of "medicinal" plant your patrol leader suggests.
2. Engage your patrol to help you separate the seeds and stems from the leaves of the full grown plant.
3. Organize a sales drive to unload the produce, saving at least half the funds you collect for emergency bail.

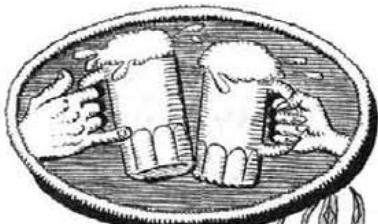


APRE SKI MERIT BADGE

REPLACES:

SKIING
MERIT BADGE

1. Engage a pretty girl in a conversation about skiing without letting on that you've never been on the slopes in your life.
2. Help a pretty person get out of her wet ski clothes while preventing her from putting on dry clothes.
3. Avoid getting herpes for two consecutive skiing seasons.



HEARING MERIT BADGE

REPLACES:

MUSIC
MERIT BADGE

1. Use a boom box weighing up to but not exceeding 150 lbs. without suffering permanent hearing or brain damage.
2. Entertain people within a two mile radius with "your kind of music."
3. Master lip-reading or sign language so that you can communicate with others.

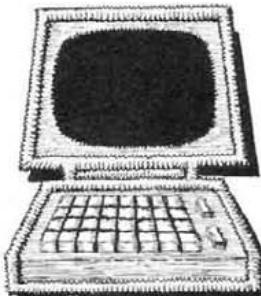


ELECTRONICS MERIT BADGE

REPLACES:

SPORTS
MERIT BADGE

1. Resist the temptation to program the family computer so that it prints out dirty words and dopey jokes.
2. Demonstrate your computer and your skills to a friend without screwing up and looking like a complete jerk.
3. Break the code for your school's computerized record data bank so you can make a few bucks selling your friends the information.



SCHOOL STUFF MERIT BADGE

REPLACES:
SCHOLARSHIP
MERIT BADGE

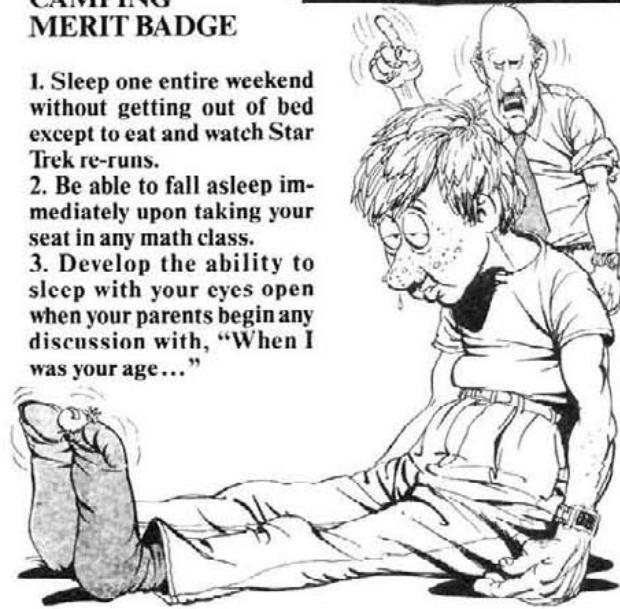
1. Become proficient enough to be able to read a book without the help of pictures.
2. Be able to identify which part of a sentence is the subject and which part is the predicate in a maximum of three attempts.
3. Learn and be able to recite the name of a city that is a state capital; or any city in a state that has a capital; or the name of any state; or a name that sounds like the name of a state.



SLEEPING MERIT BADGE

REPLACES:
CAMPING
MERIT BADGE

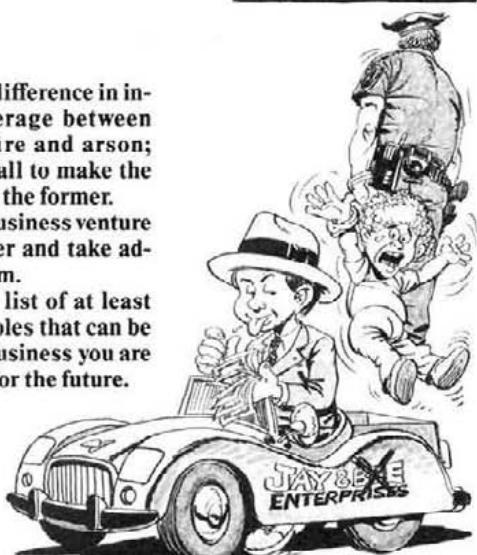
1. Sleep one entire weekend without getting out of bed except to eat and watch Star Trek re-runs.
2. Be able to fall asleep immediately upon taking your seat in any math class.
3. Develop the ability to sleep with your eyes open when your parents begin any discussion with, "When I was your age..."



FREE ENTERPRISE MERIT BADGE

REPLACES:
AMERICAN
BUSINESS
MERIT
BADGE

1. Learn the difference in insurance coverage between accidental fire and arson; and who to call to make the latter appear the former.
2. Go into a business venture with a partner and take advantage of him.
3. Compile a list of at least 25 tax loopholes that can be used in the business you are considering for the future.



GROOMING MERIT BADGE

REPLACES:
PERSONAL
APPEARANCE
MERIT BADGE

1. Learn what a "suit" is.
2. Learn what a "shoe shine" is.
3. Own and wear one article of clothing that isn't wrinkled.



SPOOKING FROM PICTURES DEPT.

Hey, gang! After ten years, it's time once again for MAD's nutty "Cliché Monster" game! Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie gothic setting so you create a new type monster, and you're playing at

HORRIFYING CLICHES

ARTIST: PAUL COKER

WRITER: FRANK JACOBS



Driving A HARD BARGAIN



Hanging On To The BITTER END



Ducking An ISSUE



Weighing The ALTERNATIVES



Going Out With A BANG



Coming To A SCREECHING HALT



Losing One's VIRTUE



Bottling Up One's EMOTIONS



Throwing A TANTRUM



Opening An OLD WOUND



Honoring A COMMITMENT



Getting A SECOND OPINION



Hammering Out A COMPROMISE



Returning A FAVOR



Running Into A SNAG



Shattering A RECORD

ANXIOUS MOTHERS

So how's your Daughter?

Like always! She's breaking my heart!

What is it this time?

She wants to settle down with some nice boy...!!

So what's the matter with that? I think it's marvelous!

Well, I think it's terrible!

I want her to GET MARRIED!!



BERG'S-EYE VIEW DEPT.

THE LIGHT

SUPERSTITIONS

Oh, look!! A "Wishing Well"! I'm going to drop a coin in, and make a WISH!!

Ahh, that's ridiculous! Those things don't work! It's just a silly, stupid superstition!

There...! I made MY wish! Now, YOU make YOUR wish!!

Well...okay! I'll humor you! But I think it's DUMB!!

Sure it's dumb, and it's a superstition! But there's plenty of evidence that... once in a while... it actually WORKS!!

It does?! Uh...just a minute! I'll be right back...!

Make that TWO MILLION!!



TEENAGE PHASES



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

THE POST OFFICE

I want to send this package to my Grandma! Did I do it right, Mr. Post Office Person?

I'll have to weigh it...!

Is it okay?

No... it's too heavy!!

So what do I do?

Put more stamps on it!!

How's THAT gonna make it LIGHTER?



INCOME TAXES



RELATIVES



SENIOR CITIZENS



EDUCATION



RECIPES



THE MOVIES



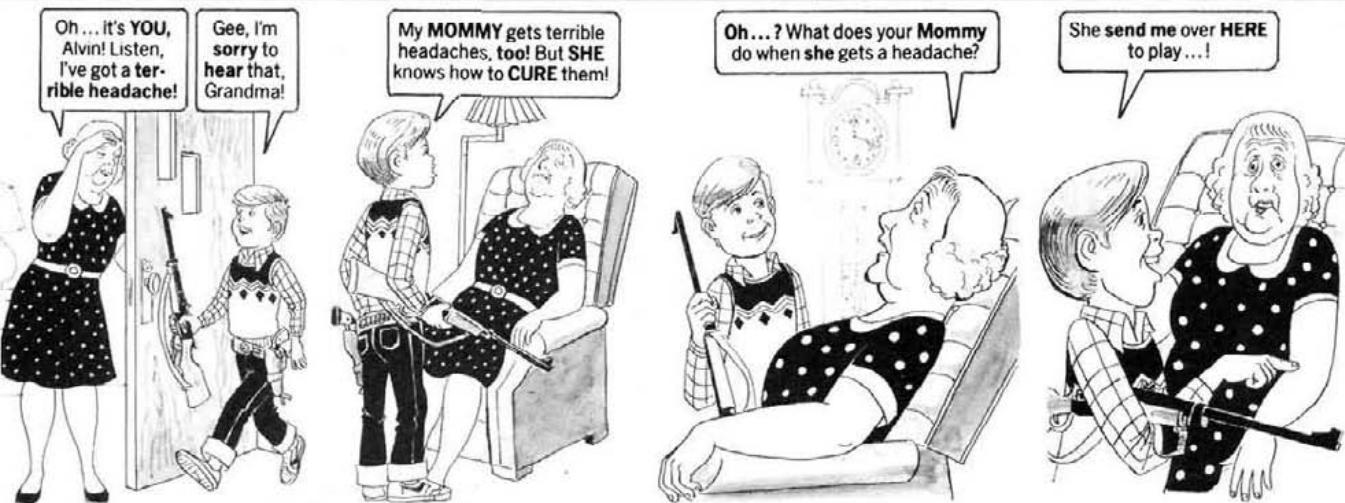
FIGHTING

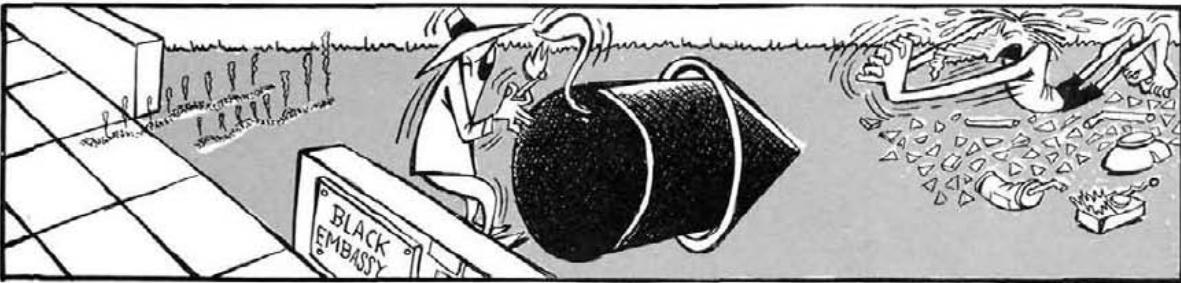
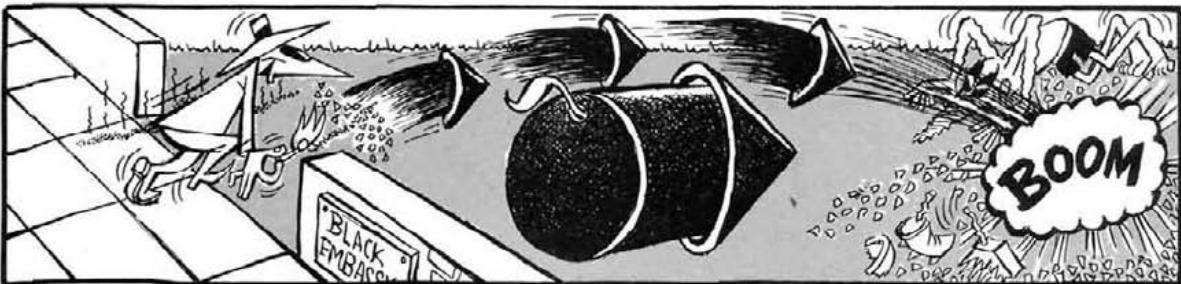
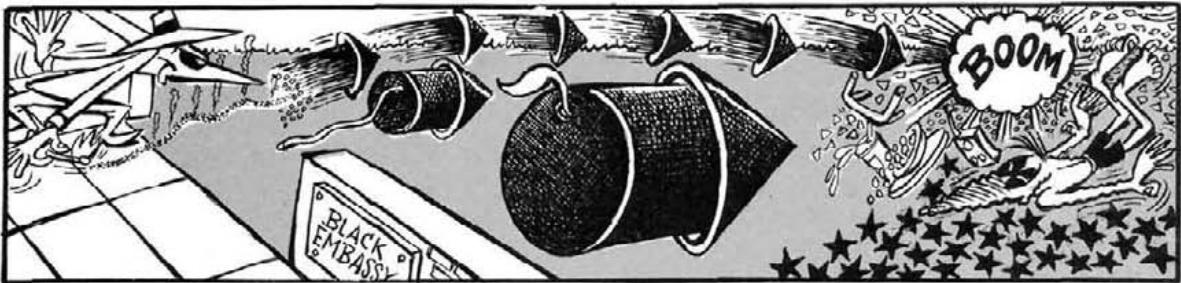
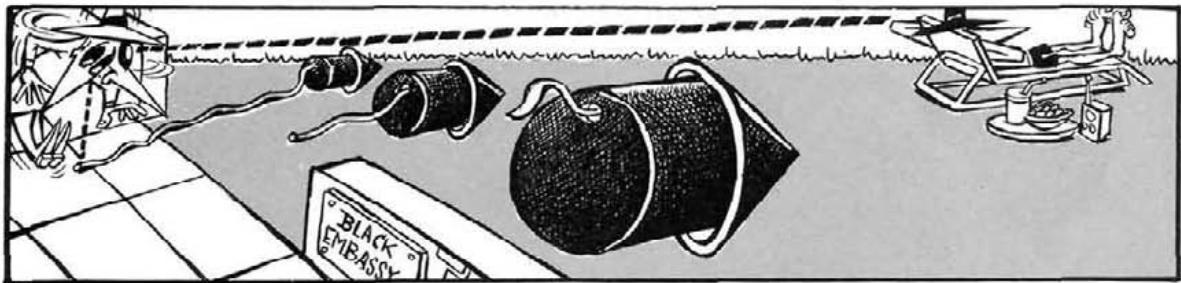


EATING OUT



HOME REMEDIES





RED-HOT PEPPER-FLAVORED TONGUE DEPRESSORS



No need to describe the hysterical reaction when you use one of these on your patients!

PORNOGRAPHIC INK BLOTS



Dirty pictures cleverly hidden in Rorschach cards! Ask them what they see... and they'll be too ashamed to tell you! Lots of laughs!!

ITCHING PLASTER CASTS



Mix our "Itching Powder" into the plaster before applying any type cast! Drives 'em crazy!

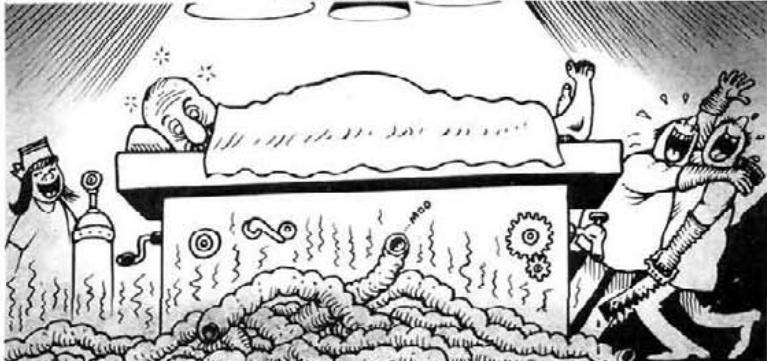
TRYING YOUR PATIENTS DEPT.

Attention, all you Doctors out there! It's time you exploded once and for all the myth that Doctors are serious people, intent on healing the sick, with no

MAD'S PRACTICAL CATALOGUE FOR DOCTORS

ARTIST: AL JAFFEE

COWS' INTESTINES



Leave these lying around Post-Op, and watch their faces when they come to!

FUNNY INSTRUMENT BAG



Contains 8" needles, rusty saws, bent pliers. One look and they pass out!

BLURRY EYE CHARTS



Watch them squint, strain and rub their eyes while you howl with laughter!

time for foolishness and no sense of humor. (By the way, what are you doing, reading MAD?! You can accomplish this impossible task by using the items in

CUTICAL JOKE OR DOCTORS

WRITER: BEPPE SABATINI

MANGLED I.D. BRACELETS



Slip one of these into a patient's plate of hash before the Orderly takes in his tray of hospital food. Yeow! Perfect for your stubborn overweights!

"PLEASE DISROBE" SIGNS



A scream! Put them in your waiting room, your hallway, your lobby—everywhere! Then, switch 'em all on! Your office'll look like a Nudist Colony!

RUBBER NOSES



Slip one of these onto your nose job patient before she comes out of the anesthetic! When she does, she'll take one look and go through the roof!



Each one has pre-printed swear words in Latin! Watch 'em get punched out by their Pharmacist!

ADULT-PROOF PILL BOTTLES



Watch as they struggle for hours because these special bottles cannot be opened! Perfect for hypochondriac (and other complaining) patients!

DRIBBLING SPECIMEN BOTTLES



Wait'll they try carrying these into your Lab!

TO BEEP ... OR NOT TO BEEP DEPT.

Aren't you sick and tired of making phone-calls and getting a recorded message from a machine? Aren't you really curious as to what kind of recorded messages

TELEPHONE ANSWERING FOR SOME FAMOUS

WRITER

This is RIP VAN WINKLE! I'm not in right now, but if you've got time to wait—like 20 years or so—just leave your name and the year you called, and I'll get back to you!

This is COUNT DRACULA! I'm not in my coffin right now, but what do you expect from a fly-by-night operation?

If you'd like to hear from me, just state your name, address and blood-type at the sound of the shriek . . .

This is DR. JEKYLL! I'm not taking any calls right now . . . because I never know when I'm going to have one of my spells! So I've left this message on my machine . . . which I really want to smash into little pieces and destroy! Kindly leave your name at the sound of the beep, and I'll . . . stab, bludgeon, mangle and murder—and run screaming through the streets with the blood of my victims dripping . . .

Hi! This is the INVISIBLE MAN! I'm not at home right now . . . but even if I were here, who would really know?

This is SHERLOCK HOLMES! I prefer not to take your call at this time! However, at the sound of the beep, you may leave your name! From this brief utterance, I shall be able to determine your sex, age, birthplace, education, station in life, profession and what manner of foul play now compels you to seek my services. The rest, dear caller, is elementary!

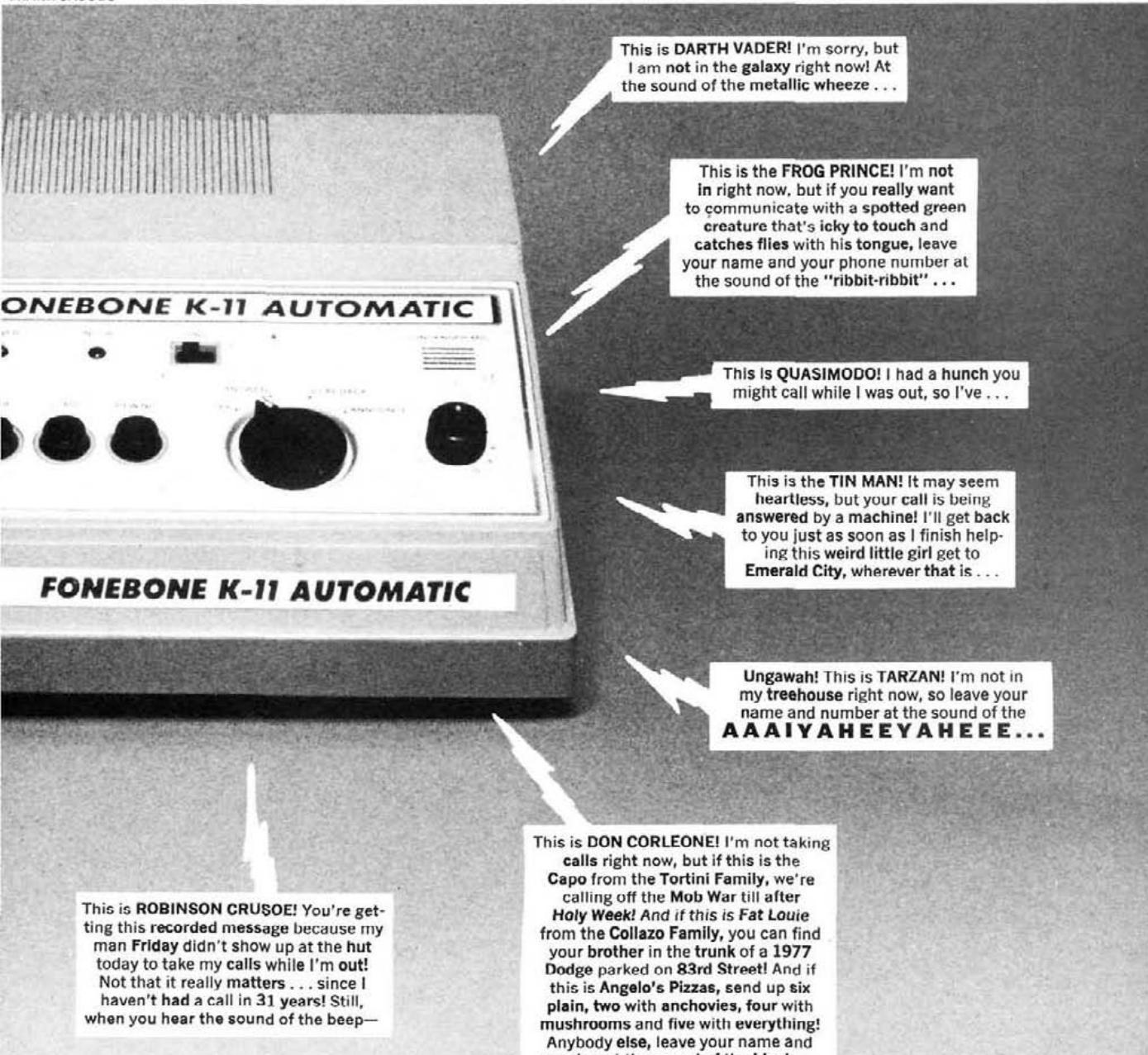
This is MISS PIGGY, the Divine Swine, and I know how disappointed you are to hear only my recorded voice and not the real moi in person! At the sound of the beep, leave your name, your number, and your honest opinion as to why Bo Derek is eating her poor heart out, and . . .



literary characters might have had if they'd owned phones? Aren't you fed up with ridiculous MAD premises like this one? Well, tough! Because here are . . .

G MACHINE MESSAGES LITERARY CHARACTERS

FRANK JACOBS



This is ROBINSON CRUSOE! You're getting this recorded message because my man Friday didn't show up at the hut today to take my calls while I'm out! Not that it really matters . . . since I haven't had a call in 31 years! Still, when you hear the sound of the beep—

This is DON CORLEONE! I'm not taking calls right now, but if this is the Capo from the Tortini Family, we're calling off the Mob War till after Holy Week! And if this is Fat Louie from the Collazo Family, you can find your brother in the trunk of a 1977 Dodge parked on 83rd Street! And if this is Angelo's Pizzas, send up six plain, two with anchovies, four with mushrooms and five with everything! Anybody else, leave your name and number at the sound of the blast . . .

SNAKING DO DEPT.

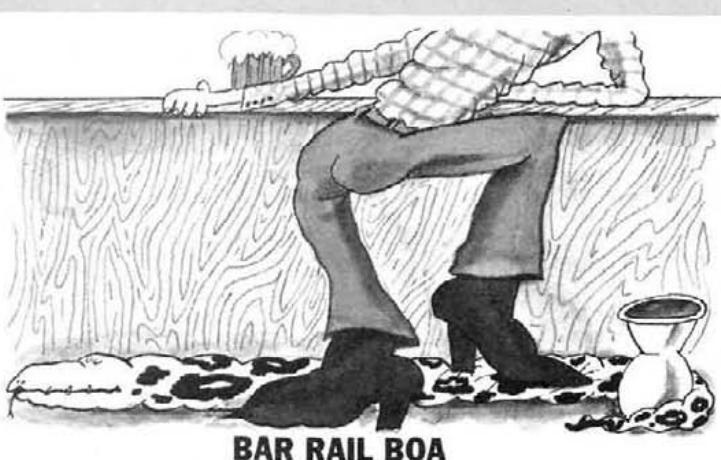
FOR ALL YOU PET LOVERS WHOSE BOA CONSTRICtors HAVE GROWN TO UNMA

OTHER USES FOR PET

WRITER AND ARTIST:



MAITRE 'D'S ROPE BOA



BAR RAIL BOA



FLUE CLEANER BOA



SPEED BUMP BOA



BURGLAR-PROOF BOLT BOA

GEABLE SIZES, BUT HAVEN'T THE HEART TO GET RID OF THEM, WE BRING YOU...

BOA CONSTRICATORS

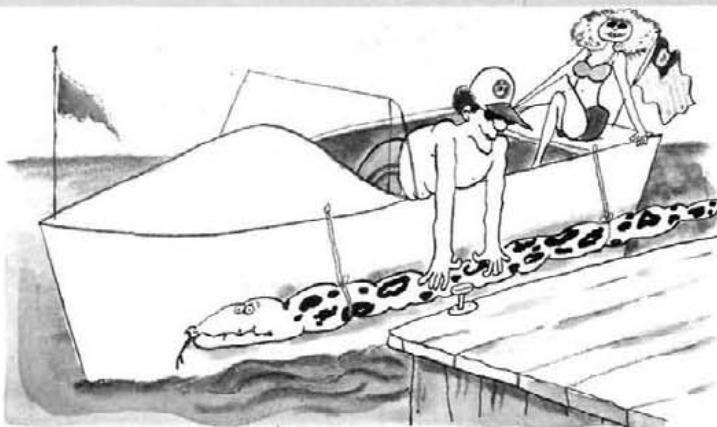
PAUL PETER PORGES



NAUTILUS EXERCISER BOA



INDUSTRIAL-SIZED PIZZA ROLLER BOA



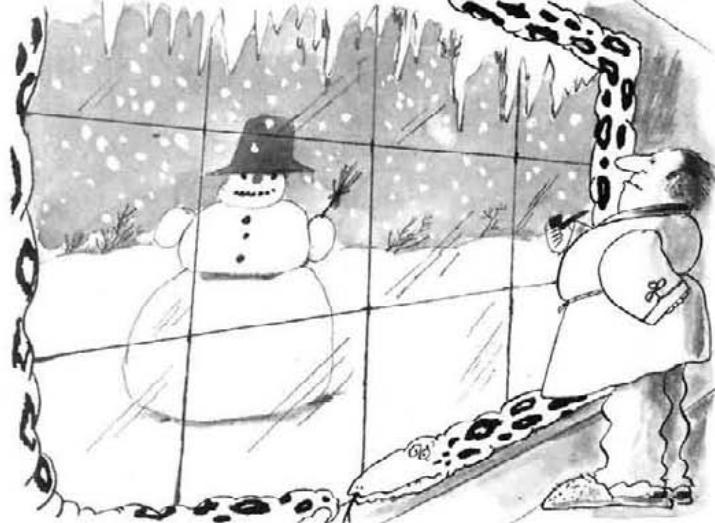
DOCKING BUMPER BOA



UMBRELLA STAND BOA



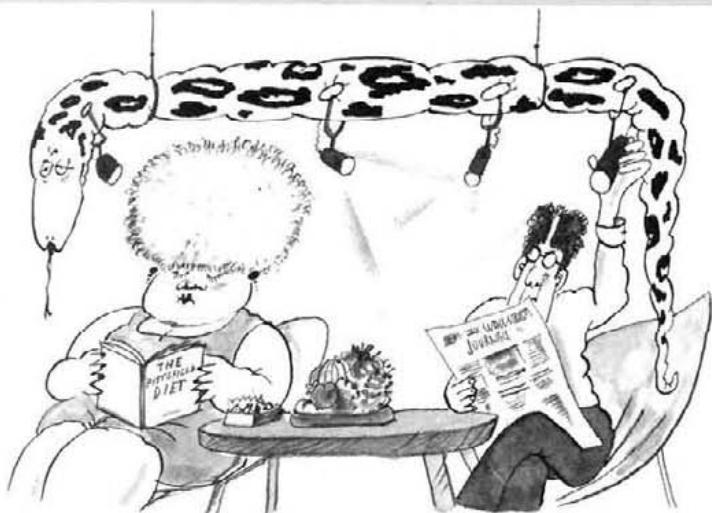
LIGHT BULB REMOVER BOA



WEATHER STRIP BOA



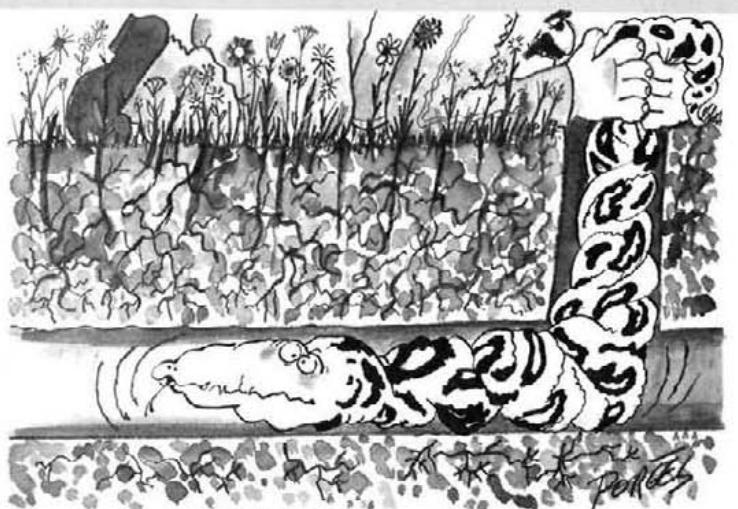
VANITY POUF BOA



TRACK LIGHTING RAIL BOA



FIREMAN'S POLE BOA



ROTO-ROOTER BOA

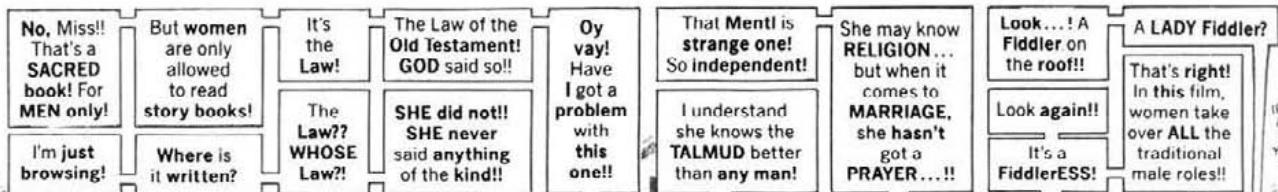
FUNNY BOY DEPT.

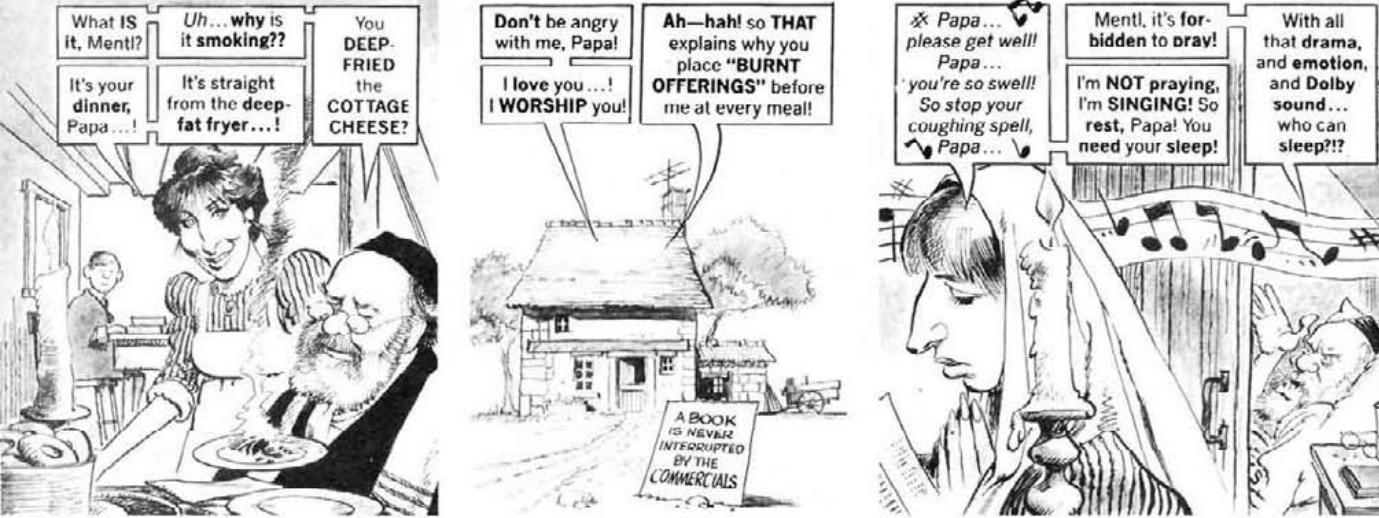
Once upon a time, there lived a nice Jewish girl from Brooklyn who could sing really terrific. One day, she read a story about another nice Jewish girl from Eastern Europe who dressed up like a man to study the Talmud. And the nice Jewish girl from Brooklyn immediately decided that this story would make a fantastic movie which she could produce, direct, write, sing and star in. What she ended up with was "Tootsie On The Roof." Because any girl who thinks she can be "convincing" as a man just by cutting her hair short and strapping her breasts to her chest has got to be a bit—

MENTLI

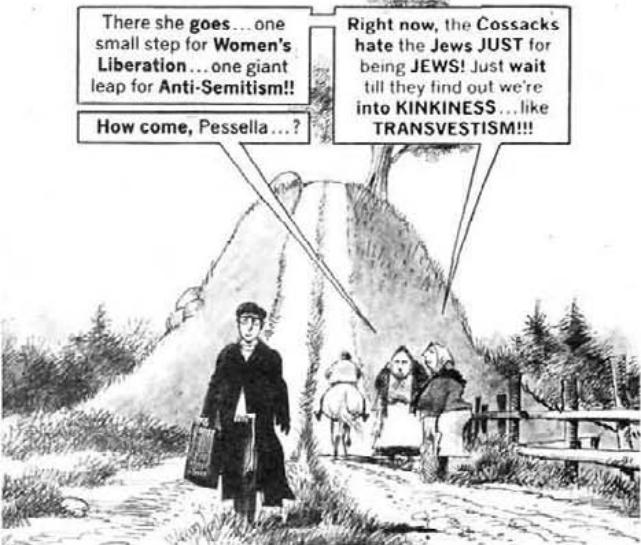
ARTIST: MORT DRUCKER

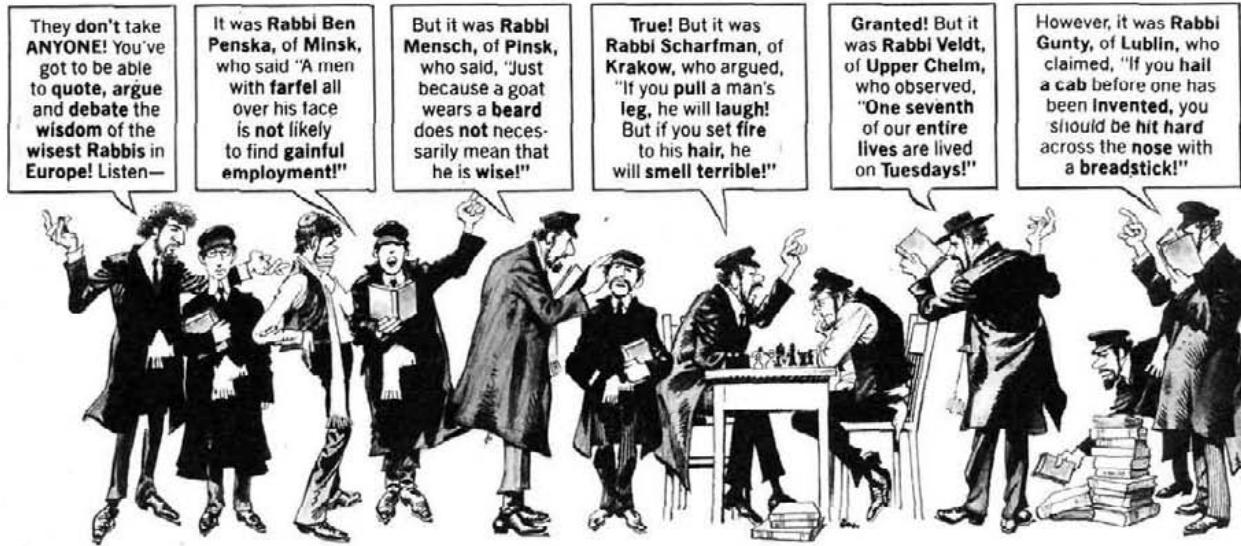
WRITER: ARNIE KOGAN

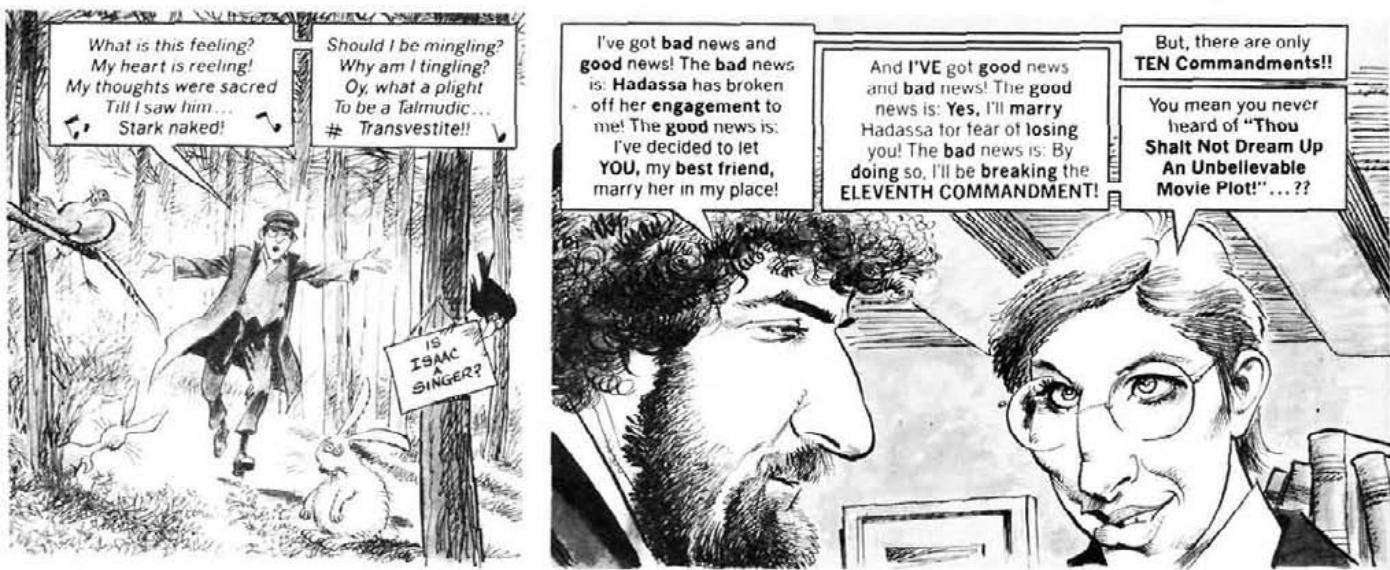
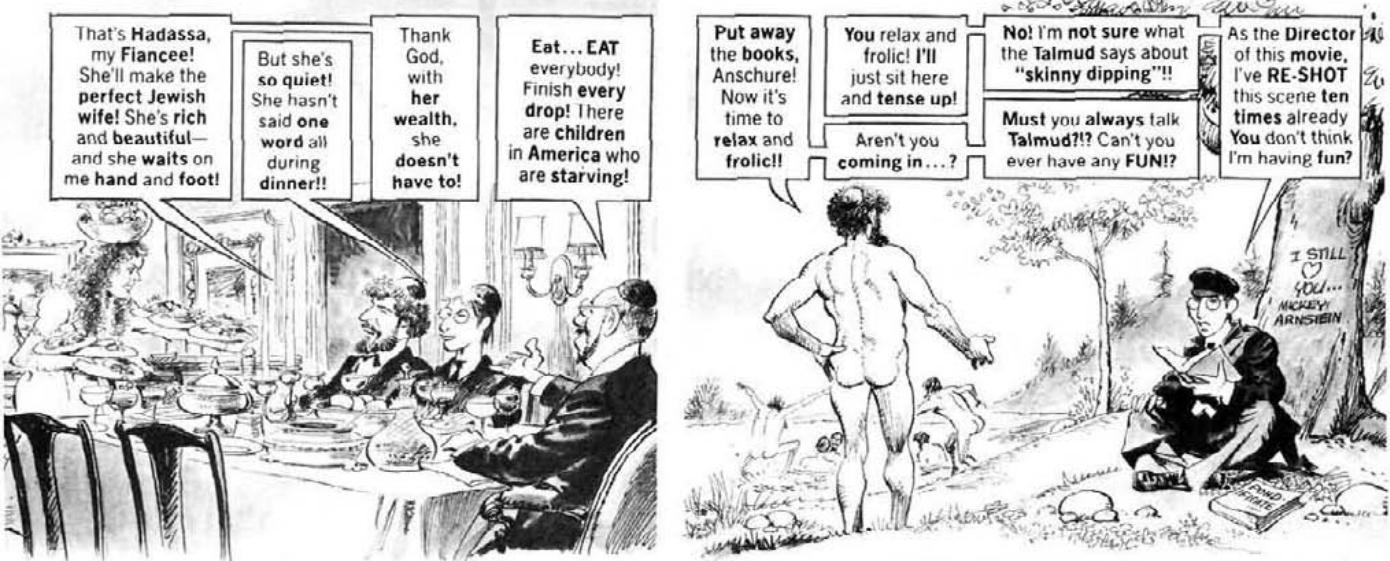




THERE!...! Now, I'm ready for the biggest challenge of my life: trying to fool all of Eastern Europe with the SILLIEST DISGUISE in history!









ONE FINE EVENING ON A BROOKLYN STREET



**WHAT HAS
REPLACED THE
BALD EAGLE
AS AMERICA'S
SYMBOL ALL
OVER THE
WORLD?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

When peoples of other countries think of America's national symbol, they no longer picture the Bald Eagle! To find out what they *DO* think of, fold in page as shown.



A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



THE BALD EAGLE'S ALWAYS BEEN THE NATIONAL BIRD OF THE U.S.A. BUT THE FEELING AMONG MANY FOREIGNERS IS THAT NOW THIS SYMBOLIC ROLE BELONGS TO ANOTHER FAMOUS THING.

ARTIST & WRITER:
AL JAFFEE

A

B

